

a dealership database for storing location information regarding a plurality of independent dealers carrying the buyer-selected product;

means for the computer program to access the dealership database and select an independent dealer having a producer-assigned marketing territory covering the geographic location of the buyer; and

means for the computer program to communicate to the buyer the location of the independent dealer and the purchasing incentive corresponding to the buyer-selected product.

57. (Added) The system of claim 56, wherein:
the network is the Internet.

58. (Added) The system of claim 56, wherein the purchasing incentive comprises:
a cash value discount and an expiration date.

59. (Added). The system of claim 56, wherein the purchasing incentive is redeemable only at the independent dealer.

60. (Added) The system of claim 56, wherein:
the means for communicating the location of the independent dealer and the purchasing incentive include means for displaying the location of the independent dealer and the purchasing incentive to the buyer through the website.

61. (Added) The system of claim 56, wherein the plurality of buyer information comprises:
a zip code.